

IN THE CLAIMS:

Applicants present all of the pending claims as indicated by the Office Action below. Claims 71-109 timely submitted in a preliminary amendment are not addressed by the Office Action, and are also not listed below. In addition, listed claims that were renumbered by the Examiner (presumably including adjusting the respective dependencies) to correct a mistake in the numbering have been identified as being previously amended to solely indicate this fact. Applicants thank Examiner Koyama for the corrections.

Please amend claims 1, 8, 13, 15-16, 31, 36, and 59 with insertions indicated by underlined text and deletions by strikethroughs, to read as follows:

1. (Currently amended) A method for authoring information relevant to a physical world, comprising:
 - detecting with an authoring device a first label associated with a first object;
 - and triggering, in response to detecting, a system for authoring content;
 - wherein the content is to be unambiguously bound to the first object and is to be rendered on a playback device ~~during~~ in response to detection of the first label.
2. (Original) The method as recited in claim 1, wherein the system for authoring content is resident on the authoring device.
3. (Original) The method as recited in claim 1, wherein the authoring device and the playback device are integrated within a single apparatus.
4. (Original) The method as recited in claim 1, wherein the label is selected from a group consisting of a barcode label, a coordinate, a RFID tag, an IR tag, a time stamp, a text string, and a speech to text string.
5. (Original) The method as recited in claim 1, wherein the content is selected from a group consisting of audio, text, image, and video.
6. (Original) The method as recited in claim 1, wherein the content is a link to a live agent.
7. (Original) The method as recited in claim 1, further comprising the steps of detecting a second label associated with a second object; triggering, in response to detecting, the system for authoring content which is unambiguously bound to the

second object; and aggregating the content bound to the first object and the second object into a tour.

8. (Currently amended) The method as recited in claim 1, further comprising the step of detecting a second label associated with the first object and normalizing the first label and the second label such that the content bound to the first object can rendered during in response to detection of either the first or second label in the playback mode.
9. (Original) The method as recited in claim 1, further comprising the step of storing the content in non-volatile memory resident in the apparatus.
10. (Original) The method as recited in claim 1, further comprising the step of uploading the content to a remote server.
11. (Original) The method as recited in claim 10, wherein the step of uploading is performed via a wireless network.
12. (Original) The method as recited in claim 10, wherein the step of uploading is performed via a wired network.
13. (Currently amended) A computer-readable media having instructions for authoring information relevant to a physical world, the instructions performing steps comprising:
 - detecting a first label associated with a first object; and
 - triggering, in response to detecting, a system for authoring content to be unambiguously bound to the first object; wherein the content is to be rendered during in response to detection of the first label by a device in a playback mode.
14. (Original) The computer-readable media as recited in claim 13, wherein the instructions perform the further steps of detecting a second label associated with a second object; triggering, in response to detecting, a system for authoring content to be unambiguously bound to the second object; and aggregating the content bound to the first object and the second object into a tour.
15. (Currently amended) The computer-readable media as recited in claim 14, wherein the instructions perform the further step of detecting a second label associated with the first object and normalizing the first label and the second label

such that the content can rendered during in response to detection of either the first or second label by the device in the playback mode.

16. (Currently amended) A computer-readable media having instructions for authoring content to be associated with objects in a physical world, the instructions performing steps comprising:
 - normalizing a read object label associated with an object into an object identifier;
 - placing the object identifier into a database;
 - accepting content to be rendered when in response to the object label is being read in a playback mode; and
 - binding the content to the object identifier in the database.
17. (Original) The computer-readable media as recited in claim 16, wherein the instructions allow a plurality of different label types to be normalized to one object identifier.
18. (Original) A method for providing information relevant to a physical world, comprising: detecting with a device a label associated with an object; normalizing information contained in the detected label into an object identifier; using the object identifier to search a database to find content bound to the object identifier; and rendering the content.
19. (Original) The method as recited in claim 18, further comprising the step of retrieving the content bound to the object identifier from local memory in the apparatus.
20. (Original) The method as recited in claim 18, further comprising the step of retrieving the content bound to the object identifier from a remote server.
21. (Original) The method as recited in claim 18, wherein the content is selected from a group consisting of audio, text, image, and video.
22. (Previously amended) The method as recited in claim 18, wherein the label is selected from a group consisting of a barcode, a coordinate, an IR tag, a RFID tag, a timestamp, a text string, and a speech to text string.
23. (Previously amended) The method as recited in claim 18, wherein the content is a connection to a live agent.

24. (Previously amended) The method as recited in claim 18, further comprising the step of determining the current time and comparing the current time to the timestamp before rendering the content.
25. (Previously amended) The method as recited in claim 18, wherein the step of rendering the content comprises streaming the content from a remote server.
26. (Previously amended) The method as recited in claim 18, further comprising the steps of accepting annotations/feedback after the rendering of the content and binding the annotations/feedback to the object identifier.
27. (Previously amended) The method as recited in claim 26, further comprising the step of storing the annotations/feedback in local memory.
28. (Previously amended) The method as recited in claim 26, further comprising the step of storing the annotations/feedback in a remote memory.
29. (Previously amended) A computer-readable media having instructions for providing information relevant to a physical world, the instructions performing steps comprising:
- detecting a label associated with an object;
 - normalizing information contained in the detected label into an object identifier;
 - using the object identifier to search a database to find content bound to the object identifier; and
 - rendering the content.
30. (Previously amended) The computer-readable media as recited in claim 29, wherein the content is selected from a group consisting of audio, text, and video.
31. (Currently amended) A method for providing information relevant to a physical world, comprising:
- storing an object identifier indicative of a plurality of read labels associated with an object into a database; and
 - using the database to bind content to the object identifier and, accordingly, the object; whereby the content is renderable ~~when in response to~~ any one of the plurality of labels is being detected in a playback mode.

32. (Previously amended) The method as recited in claim 31, wherein at least one of the plurality of labels is custom created.
33. (Previously amended) The method as recited in claim 31, further comprising the step of attaching at least one of the plurality of labels to the object.
34. (Previously amended) The method as recited in claim 31, wherein the plurality of labels is selected from a group consisting of a barcode label, a coordinate, a RFID tag, an IR tag, a time stamp, and a text string.
35. (Previously amended) The method as recited in claim 31, further comprising the steps of detecting the plurality of labels.
36. (Currently amended) A method for providing information relevant to a physical world, comprising:
- associating one or more labels with each of a plurality of objects in a tour;
 - storing an object identifier indicative of the one or more labels associated with each of the plurality of objects in the tour in a database;
 - authoring content relevant to each of the plurality of objects in the tour; and
 - binding the content to an object identifier in the database which corresponds to the relevant one of the plurality of objects in the tour whereby the content is renderable ~~when~~ in response to the label is being detected by a playback device without regard to the order in which the content was authored.
37. (Previously amended) The method as recited in claim 36, wherein the labels are selected from a group consisting of coordinates, barcode labels, RFID tags, IR tags, timestamps, and text.
38. (Previously amended) A system for authoring and retrieving selected digital multimedia information relevant to a physical world, comprising:
- a plurality of machine readable labels relevant to the physical world;
 - an apparatus for detecting the machine readable labels and including programming for normalizing information contained in the detected label into an object identifier; and
 - a digital multimedia library accessible by the apparatus storing content indexed by the object identifiers.

39. (Previously amended) The system as recited in claim 38, wherein the apparatus further comprises a system for authoring digital multimedia in response to detecting one of the plurality of labels which is to be stored within the digital multimedia library and unambiguously bound to the object identifier.
40. (Previously amended) The system as recited in claim 39, wherein the apparatus further comprises a system for rendering digital multimedia in response to detecting one of the plurality of labels, the digital multimedia rendered being the content unambiguously bound to the object identifier associated with a detected label.
41. (Previously amended) The system as recited in claim 40, wherein the digital multimedia library includes one or more of audio files, visual image files, text files, video files, XML files, hyperlink references, live agent connection links, programming code files, and configuration information files.
42. (Previously amended) The system as recited in claim 40, wherein the apparatus comprises programming that renders digital multimedia as a function of output capabilities of the apparatus.
43. (Previously amended) The system as recited in claim 38, wherein the physical world comprises labeled locations containing labeled mobile objects.
44. (Previously amended) The system as recited in claim 43, wherein the labeled locations are used to determine proximity of the labeled mobile objects.
45. (Previously amended) The system as recited in claim 38, wherein the digital multimedia library is stored on one or more computer servers external to the apparatus.
46. (Previously amended) The system as recited in claim 45, wherein the digital multimedia library and the apparatus communicate via a wired network.
47. (Previously amended) The system as recited in claim 45, wherein the digital multimedia library and the apparatus communicate via a wireless network.
48. (Previously amended) The system as recited in claim 47, wherein the wireless network comprises a cellular telephone network.
49. (Previously amended) The system as recited in claim 38, wherein the digital multimedia library resides on the apparatus.

50. (Previously amended) The system as recited in claim 38, wherein the apparatus accesses the digital multimedia library via the Internet.
51. (Previously amended) The system as recited in claim 38, wherein the apparatus accesses the digital multimedia library via a voice portal.
52. (Previously amended) The system as recited in claim 38, wherein the apparatus accesses the digital multimedia library via a cellular telephone voice mailbox.
53. (Previously amended) The system as recited in claim 38, wherein the digital multimedia is aggregated into a tour.
54. (Previously amended) The system as recited in claim 38, wherein the digital multimedia is randomly accessible by the apparatus.
55. (Previously amended) The system as recited in claim 38, wherein the digital multimedia is accessible by the apparatus in a sequential order.
56. (Previously amended) The system as recited in claim 38, wherein the apparatus comprises a personal digital assistant.
57. (Previously amended) The system as recited in claim 38, wherein the apparatus comprises a cellular telephone.
58. (Previously amended) The system as recited in claim 38, wherein the apparatus comprises purpose built devices targeted to a specific application.
59. (Currently amended) An apparatus for authoring information relevant to a physical world, comprising:
circuitry for detecting a label associated with an object; and
a system for authoring content to be unambiguously bound to the object as represented by the detected label which content is to be rendered ~~during~~ in response to detection of the label in a playback mode.
60. (Previously amended) The apparatus as recited in claim 59, wherein the circuitry comprises a barcode reader.
61. (Previously amended) The apparatus as recited in claim 59, wherein the circuitry comprises an IR tag reader.

62. (Previously amended) The apparatus as recited in claim 59, wherein the circuitry comprises a RFID tag reader.
63. (Previously amended) The apparatus as recited in claim 59, wherein the circuitry comprises a keyboard for inputting textual information.
64. (Previously amended) An apparatus for authoring and providing information relevant to a physical world, comprising:
- circuitry for detecting a label associated with an object, and programming for normalizing information contained in the detected label into an object identifier;
 - a system for authoring content in an authoring mode which content is to be unambiguously bound to the object identifier; and
 - a system for rendering content in a playback mode, the content rendered being the content unambiguously bound to the object identifier associated with a detected label.
65. (Previously amended) The apparatus as recited in claim 64, further comprising a communications link for downloading authored content to a remote location and for retrieving content from the remote location for rendering.
66. (Previously amended) The apparatus as recited in claim 64, further comprising a memory for storing the content.
67. (Previously amended) The apparatus as recited in claim 64, wherein the circuitry comprises a barcode reader.
68. (Previously amended) The apparatus as recited in claim 64, wherein the circuitry comprises an IR tag reader.
69. (Previously amended) The apparatus as recited in claim 64, wherein the circuitry determines a coordinate location.
70. (Previously amended) The apparatus as recited in claim 64, wherein the circuitry is a RFID tag reader.